



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : David J. Miller

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Title : Method And Facility For Displaying Customer Activity And Value

Commissioner for Patents

Washington, D.C. 20231

Art Unit : 3625

Examiner : Debra E. Kerr

31K
PP
12/18/02

RESPONSE

RECEIVED
DEC 13 2002

GROUP 3600

Dear Sir:

The Office Action of September 25, 2002, has been carefully considered. In response thereto, please enter the following amendments and consider the following remarks.

CLAIMS WITH MARKINGS TO SHOW CHANGES MADE

Please cancel Claims 3, 8, 13 and 18.

Please amend the following claims as follows:

1. (Amended) A method of displaying information about a multitude of different customers comprising:

for each customer, receiving a set of numeric values, each associated with [one of a plurality of different parameters] parameters including a recency indicator, and an advocacy indicator;

for each customer, generating a symbol; and

arranging the symbols spatially, based on the numeric values.

7. (Amended) The method of claim [5]6 wherein the characteristic is selected from a group comprising motion, color, size, shape, length, direction, intensity.